GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2623
ANSWERED ON:04.12.2007
MISLEADING ADVERTISEMENT BY MEDIA
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government is aware of advertisements being telecast by Doordarshan and other media giving misleading, incomplete and wrong information to the consumers;

(b) if so, whether the Government has received any memorandum/complaints in this regard;

(c) if so, the details thereof during each of the last three years, till date, media-wise;

(d) whether the Government proposes to impose ban/take action against the companies responsible for such misleading advertisements;

(e) if so, the details thereof, media-wise; and

(f) if not, the reasons therefor?

Answer

THE MINISTER OF INFORMATION & BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P.R. DASMUNSI)

(a) to (c) Doordarshan adheres to its Code for Commercial Advertisements. However, some instances have been brought to the notice of the Government in respect of private TV channels viz. 'Roop Amrit (in 2005), 'Hiko Good Height Increasing Device', 'Yoko Height increase device', 'Herbal slim tea', 'Dantpari Dantmanjan', 'Oka good height increasing device', 'D. Care Plus (ayurvedic)' (in 2006) 'Garnier Light Fairness' (in 2007), 'Panch Mukhi Rudraksh Mala'(in 2007), 'Shani Raksha Kavach'(in 2007), '7 Up' (in 2007).

(d) to (f) All advertisements of satellite TV channels transmitted or retransmitted through cable service are required to adhere to the provisions of Advertising Code prescribed under the Cable TV Networks(Regulation) Act, 1995 and rules framed thereunder. With a view to look into the violation of the Advertising Code, the Central Government has constituted an Inter-Ministerial Committee under Section 20 of the Act. The Committee either suo-motu or on receipt of complaint, examines cases of violation of the Codes. If any violation is noted by the Committee, action is taken against the TV channel as per rules. Overall 229 show-cause notices have been issued against 94 TV channels for violation of Programme & Advertising Codes out of which 62 channels have been issued orders/warnings/ advisories, which includes 'AXN' for a capsule "World's Sexiest Advertisements".